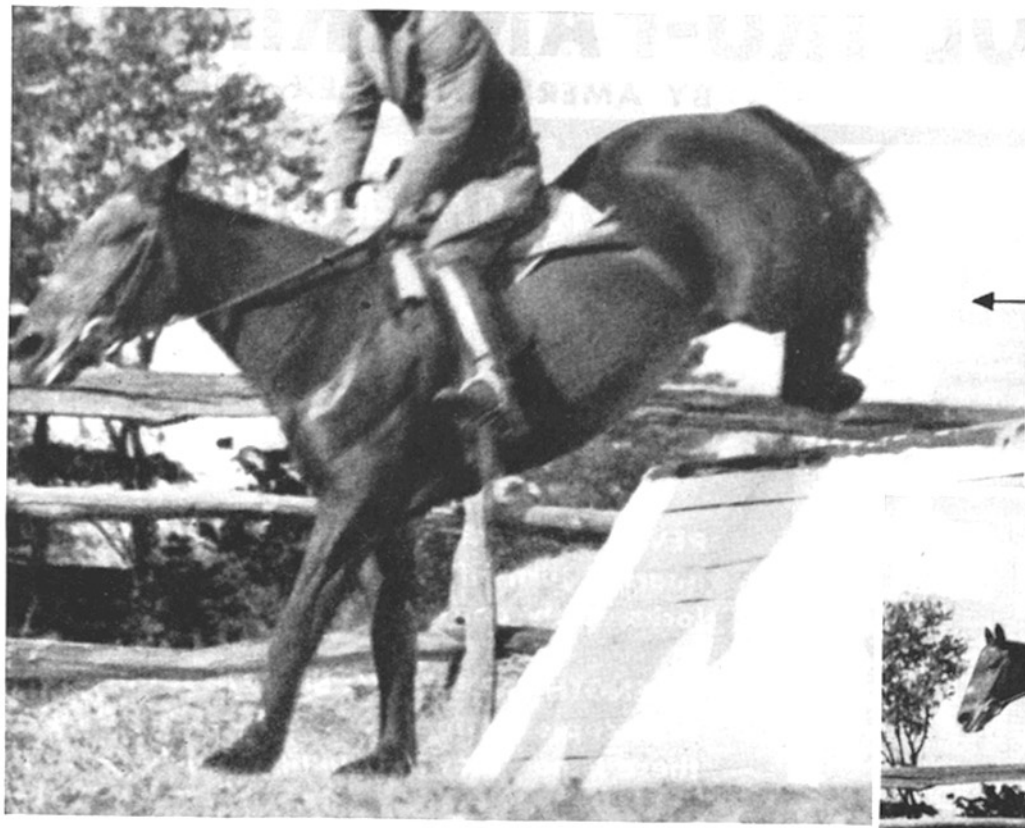
the Headless Horseman—



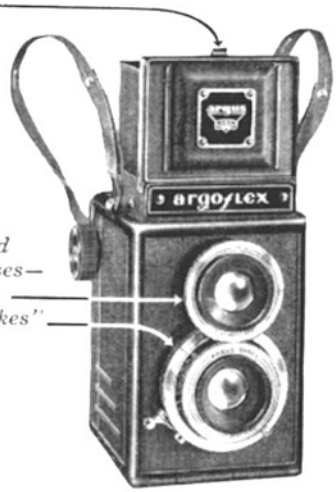
a swell story but a poor picture

Get the whole story with argoflex*

*Reg. U. S. Pat. Off.

It is a real advantage in photography to be able to take *exactly* the pictures you want and to know *when you take a picture* that it will be satisfactory. This advantage is yours, when you use Argoflex—the *twin*-lens camera.

Actual size view shows here



Synchronized matched lenses—one focuses the other "takes" the picture

Why? Take another look at these two pictures. One cuts off part of the subject... and the other catches *all* of it. In one the subject is clearly silhouetted... while in the other, the horse's head is lost in the foliage. One catches the action at precisely the right instant... and the other shows how things looked a fraction of a second too late. With Argoflex these differences, the whole composition, are shown *before you take the picture.*

The Argoflex method shows you the picture *full size*... not through a tiny finder. You *follow the action in the camera* and know just when to snap your picture—to the split second. You focus for sharpness *by seeing* instead of guessing. So for better pictures, better use Argoflex—the *twin*-lens camera.

ARGOFLEX MEANS—

Better Composition because you see the picture before you take it. No cutting off, or leaving out part of the subject. The picture you see... is the picture you get.

Exact Focus: Turning one simple control until the image is sharp, automatically *gives the right focus.* Then snap the picture! No guess work—no fuzzy or blurred out-of-focus negatives.

Actual Size: The large view-finder shows the picture in *actual size* (2¼x2¼). The Argoflex is so free from complicated "gadgets", *you keep your mind on the picture.*

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Other Argoflex Features: Film size: 120 or 620. That means not just 8 exposures, but 12. Shutter speeds up to 1-200th. Lens f4.5. Focussing range: 3½ feet to infinity. Price: $54.80, including case and excise tax.

ARGUS • ANN ARBOR, MICH.

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AMERICA'S FIRST TWIN-LENS CAMERA